

# COURSE DETAIL

## INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT

**Country**

United Kingdom - England

**Host Institution**

University College London

**Program(s)**

Summer at University College London

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

International Studies Business Administration

**UCEAP Course Number**

107

**UCEAP Course Suffix**

S

**UCEAP Official Title**

INTERNATIONAL BUSINESS STRATEGY & DEVELOPMENT

**UCEAP Transcript Title**

INTL BUS STRATEGY

**UCEAP Quarter Units**

6.00

**UCEAP Semester Units**

4.00

### **Course Description**

This course provides a theoretical and practical overview on the economic "globalization," and the changes in international business over time, in the context of the continuous changing global economy trends. It emphasizes on international business strategy and development by integrating three key concepts. The first one is the international business which approaches business globalization, internationalization, and extroversion theoretically. The second one is strategy which extends the international business concept and theories with critical thinking on which, when, where and how shall be applied best. Furthermore, practical business development models, methods, and frameworks are presented to implement the selected international business strategy. The course covers all types of businesses, from the multinational firm to the start-up, aiming to sustain, develop, or achieve effective and successful international business.

### **Language(s) of Instruction**

English

### **Host Institution Course Number**

ISSU0114

### **Host Institution Course Title**

INTERNATIONAL BUSINESS STRATEGY AND DEVELOPMENT

### **Host Institution Campus**

### **Host Institution Faculty**

School of Management

### **Host Institution Degree**

### **Host Institution Department**

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